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UNITED STATES DEPARTMENT OF AGRICULTURE
EXTENSION SERVICE
Washington 25, D. C.

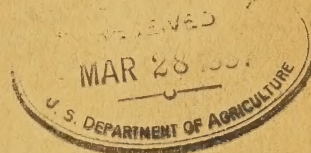
RECOMMENDATIONS OF COMMITTEES--REGIONAL COTTON CONFERENCES

Memphis, Tenn., November 8-9, 1945
Dallas, Tex., November 12-13, 1945
Atlanta, Ga., November 19-20, 1945

Purposes of the conferences were to discuss the cotton situation and its relation to the broad southern economic problem and to plan an intensified, coordinated educational program to lay the facts before farm people and propose steps they can take on their own farms.

Attending the conferences were extension directors or their representatives, extension specialists dealing with cotton, extension editors from the Southern States, and a few representatives of the press, U. S. Department of Agriculture agencies, and other groups concerned.

Committee reports: At each conference four committees were appointed to develop recommendations on (1) economic facts needed, (2) educational program procedures, (3) subject-matter plans, and (4) information and general promotion procedures. The reports of these committees at all the conferences have been brought together under the four following headings:



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UNITED STATES DEPARTMENT OF AGRICULTURE
BUREAU OF ENTOMOLOGY
WASHINGTON, D. C.

REPORT OF THE ENTOMOLOGICAL COMMISSION FOR THE YEAR 1907

Report of the Entomological Commission for the Year 1907
Presented to the Senate and House of Representatives
at their respective sessions on January 14, 1908

The Entomological Commission, created by the Act of March 3, 1879, Chapter 125, has the honor to submit herewith its report for the year 1907. The Commission has the pleasure to announce that it has completed its work for the year and has prepared a report which it believes will be of interest and value to the public.

The Commission has during the year 1907, continued its work in the investigation of the insects of the United States, and has also been engaged in the study of the insects of other countries. It has also been engaged in the study of the insects of the United States, and has also been engaged in the study of the insects of other countries.

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Recommendations of Committees No. 1 on Economic Facts Needed

The committees recommended that the following types of information be made available for use in connection with the over-all Extension educational program needed to get under way and facilitate the cotton program.

1. Foreign cotton situation.
 - (a) Past production, carry-over, and supply, together with prospective future trends.
 - (b) Exports and imports by countries.
 - (c) Consumption trends by countries.
 - (d) Quality of this cotton in competitive countries.
 - (e) Markets in which it is sold.
 - (f) Information on cost of production, organization of business, interpretations, and explanations.
 - (g) Fiscal arrangements under which it is marketed, with down-to-earth discussion of intricacies of foreign exchange, blocked currencies, barter arrangements, and the like.
 - (h) Facts on cartel arrangements, in name and in fact, public and private.
 - (i) It is believed that certain features of the problem with respect to foreign cotton could be made the subject of an educational movie. It is realized that such a movie probably could not be produced before 1947. Nevertheless, our needs in this respect are extended over several years.
2. Foreign outlets for American cotton.
 - (a) Exports and imports by countries.
 - (b) Data on the effect of international trade agreements, commodity agreements, loans and credits on the exportation of American cotton.
 - (c) Present and probable future competition of synthetic fibers produced abroad.
 - (d) Effect of prices of cotton on consumption.
3. Domestic demand for American cotton.
 - (a) Present and probable future competition from synthetic fibers, other fibers, paper, jute, fiberglass, and the like.
 - (b) Effect of prices on consumption--short-time and long-time.
 - (c) All available information on new uses for cotton and improved techniques of manufacture which will enlarge the outlet and strengthen the demand for cotton.
 - (a) Technological possibilities.
 - (b) Economic feasibility.
4. Trends in mechanization.
 - (a) Influence on cost of production by producing areas.
 - (b) Impact on farm organization.
 - (c) Influence on labor required.
5. Cotton quality differentials (grade, staple, and variety). Separate Southwestern data from U. S. total.
 - (a) Production.
 - (b) Consumption.
 - (c) Carry-over.
 - (d) Supply.
 - (e) Market price and loan value.
6. The cost and effect of alternative national trade, price, and production policies for cotton and other farm products.
 - (a) For the short run.
 - (b) For the long run.

7. Opportunities for industrial development in the South and its influence on southern economy, especially agriculture.
8. Influence of domestic industrial activity and employment on--
 - (a) Farm prices generally.
 - (b) Farm income.
 - (c) Cotton prices.
 - (d) Cotton consumption.
 - (e) Movement of farm labor to urban employment.
9. Data on alternative (including supplementary) sources of income.
 - (a) From the farm.
 - (b) From off-farm sources.
 - (c) Impediments to making adjustments.
10. Population problems in South.
 - (a) Density of population.
 - (b) Proportion of population on farms (engaged in farming).
 - (c) Trends in migration to farms; from farms.
 - (d) Educational opportunities for farm and nonfarm youth.
 - (1) Elementary.
 - (2) Secondary.
 - (3) Vocational.
 - (e) Expenditures for education as compared with other States.
 - (f) General health situation.
11. Up-to-date information on sound production practices needed for profitable cotton production on regional basis.
 - (a) Influence on shifts in production by areas.
 - (b) Relation of shifting costs for cotton and competing enterprises.
12. Prices of cotton, of things generally, and of farm wages in cotton-producing countries, and the respective dollar exchange rates of the money of these countries. It would be desirable to have this information for the past several years.
13. Possibilities for enhancing income to farmers by increasing efficiency in marketing and processing of cotton and cottonseed.
14. Data on outlook for production of high-protein feeds and oil crops, with particular emphasis on long-range outlook.
15. Information on use of farm credit, long-term and short-term, in Southern States, sources of this credit, and need for further credit by farmers.
16. Information on tenure problems in Southern States which limit possibilities for conversion of farms to economic units for economical production.
17. Selected pages from "Facts About Cotton" should be enlarged to standard chart size and made available to State and county workers for use with farmer groups.
18. Distribution of the consumer's dollar paid for goods made of cotton (a break-down similar to that given for wool on the front cover of the September 1945 issue of The Marketing and Transportation Situation.).

Recommendations of Committees No. 2 on Educational Procedures

The following type of organization and procedure is suggested to obtain maximum results from the program.

State Level

- I. The committees on organization suggest that the Director of Extension, in cooperation with the President of College and the Director of the Experiment Station, set up a State Committee to develop plans and procedures for projecting the Cotton Educational Program.
- II. Develop a How leaflet that outlines definite procedures for program execution.
- III. Outline information support for the entire program. Review information and materials supplied from the national level.
- IV. Extension Director call a conference of all Extension staff members, Experiment Station workers, college people, and representation of State and Federal agencies concerned with cotton to explain program and secure approval.
- V. Director of Extension call a State meeting on cotton and invite cotton growers, ginnerers, cotton merchants, processors, seed crushers, compressors, organizations, seed breeders and agencies, to explain and launch the program.
 - a. Work out action each group will take in carrying out the program.
 - b. Supply each group with program material, procedures, bulletins, charts, mats, etc.
- VI. Project the Cotton Educational Program through district meetings held for training county Extension agents in outlook and planning, and to develop procedures for getting the programs to farm people.

County Level

- I. Meeting of County Agricultural Committee to study the cotton program and to secure acceptance.
- II. County agent call a county meeting, made up of cotton growers, ginnerers, merchants, processors, organizations, seed breeders, and agencies, to work out participation of each group in carrying out the program.
- III. Supply each group with information developed at Federal, State, and county levels and secure cooperation in getting action on all phases of the program.
- IV. Each agency and organization concerned with cotton production and processing will use its regular means and agencies for getting the program to farm people.

Recommendations of Committees No. 3 on Subject-Matter Plans

The following recommendations refer by numbers to the seven steps of the program.

Step 1. (a) Use outlook information to fit cotton into balanced farming, covering all agricultural commodities and the world and United States cotton outlook, especially with reference to demand for cotton by varieties and qualities.

(b) Promote practices consistent with a balanced farming program, keeping in mind such factors as type of farming areas, etc.

Step 2. Encourage farmers to select only the land best suited to cotton. As a guide to soil improvement use tests and analysis. Promote soil conservation and soil improvement by the demonstration method.

Step 3. (Omit "local" from caption)

(a) Acquaint farmers and processors with advantages of one-variety production by community, county, and area.

(b) Acquaint farmers with merits of the varieties as a basis for their adoption of a variety.

(c) Make good seed readily available in a continuing program to provide pure seed.

(d) Develop marketing procedure including proper bale identification that will reflect the market value of such cotton to the producer.

Step 4. Recommend practices that will increase production per acre economically, and utilize labor efficiently throughout the year.

Step 5. Provide county agents with necessary literature and information to enable them to inform the farmer as to the best practices to control insects and diseases of cotton. In areas where present information is inadequate, inaugurate research to determine proper insect and disease control for such areas. Utilize insect reporters. Conduct demonstrations on insect and disease control. Facilities should be made available for mechanical recleaning, delinting, and treating seed.

Step 6. Inform farmers and ginnermen as to the part each can play in obtaining proper ginning. Acquaint farmers with the economic effects of various harvesting practices on income. Destroy insects in gin trash.

Step 7. (Revise caption to read: Sell for Grade Staple and Variety Value).

Explain to farmers the value of getting an unbiased class on cotton from services available, and sell on that basis. Increase the recognition of value of bale identification by variety, location, and year of production. Stress the importance of keeping seed dry and clean as possible so as to maintain the highest value.

Recommendations of Committees No. 4 on Informational
Materials and General Promotional Procedures

1. All three groups recommended that the Federal Extension Service make available the following leaflets:
 - (a) A leaflet on the seven steps (what and why of them) printed by the U. S. Department of Agriculture for farmers and distributed by county agents along with or preceding State "how" leaflets. Recommended carry credit line--"U.S. Department of Agriculture in cooperation with the State Extension Services of the South."
 - (b) Facts About Cotton--a background-facts, popularized economic leaflet. The Memphis group strongly recommended this leaflet be printed by the U.S. Department of Agriculture (in cooperation with State Extension Service) in large enough quantities for county agents to give to farmers generally. The other two groups concurred with the original plan to make the leaflet available for agricultural leaders, about 25 to 30 per county. The groups wanted much of the material in this leaflet made available in mats, slide films, or 2x2 inch slides, and larger charts that the agents could use to talk from at local meetings. The Memphis group wanted to change the title to "The Trouble with Cotton." The Atlanta group urged that a set of photostats, or photographic prints of the Facts About Cotton leaflet be sent almost immediately to each Extension director for use in the State while the leaflet was being printed.
 - (c) The BAE leaflet "Looking Ahead With Cotton--Some Trends and Choices" for county agents.
2. That the program be thought of as a long-range program and that specific material and efforts be directed to town and city residents, and cooperation of town and city groups be solicited.
3. That Federal, State, and County Extension officers cooperate in encouraging local papers to issue special "cotton editions" to launch the program. This recommendation was stressed by the Memphis group, and the other two groups agreed such editions would be very helpful to the extent that State and county extension offices had time to concentrate on them. Lining up such an edition in many counties might be one of the best ways the agent could find to get businessmen, advertisers, and all groups actively behind this program to launch it with a bang.

The groups concurred in recommending that the U.S. Department of Agriculture make available newspaper mats which Extension editors could use in special editions and in series in other local papers. One of the groups proposed 25 or 30 mats, some one- and two-column feature mats, and a series of larger mats with suggested copy for advertisers to use. One of the groups wanted a full-page mat of the seven steps for use by advertisers.

4. All three groups urged the U. S. Department of Agriculture and the State Extension Services in the South to cooperate in making a good cotton motion picture as soon as possible. The feeling was that we should concentrate on one good movie and follow it later with teaching shorts, made by the U. S. Department of Agriculture, or by the States, or in cooperation with commercial concerns.
5. One or more slide films dealing with the cotton problem and programs were recommended, and, where possible, color slides were recommended as preferable to slide films.
6. Extensive use of radio was recommended, including:
 - (a) The U. S. Department of Agriculture providing several transcriptions of officials discussing the cotton problem.
 - (b) The U. S. Department of Agriculture providing suggested spot announcements and discussion-type scripts for the States to localize.
 - (c) The States encouraging discussion forums over the radio where farmers, ginnermen, manufacturers, and other groups interested in cotton freely talk their problems over.
7. The group felt that a series of seasonal posters or window displays for county agent use would be helpful.
8. A set of charts for use by agents and other leaders in discussing the cotton problem was recommended.
9. The groups concurred in asking the U. S. Department of Agriculture (Federal Extension Service) to bring all the available material together in information kits for the press and for county agents' use. It was suggested that for other than regional press representatives this kit of material be distributed through the State Extension officer along with other appropriate local material.
10. The groups recommended that State Extension services prepare seasonal leaflets tying in with the seven steps and that all Extension information activities be actively marshaled behind the program.